

# Chapter 3

## NEIGHBORHOODS, DISTRICTS AND CORRIDORS

### BACKGROUND AND GUIDING PRINCIPLES

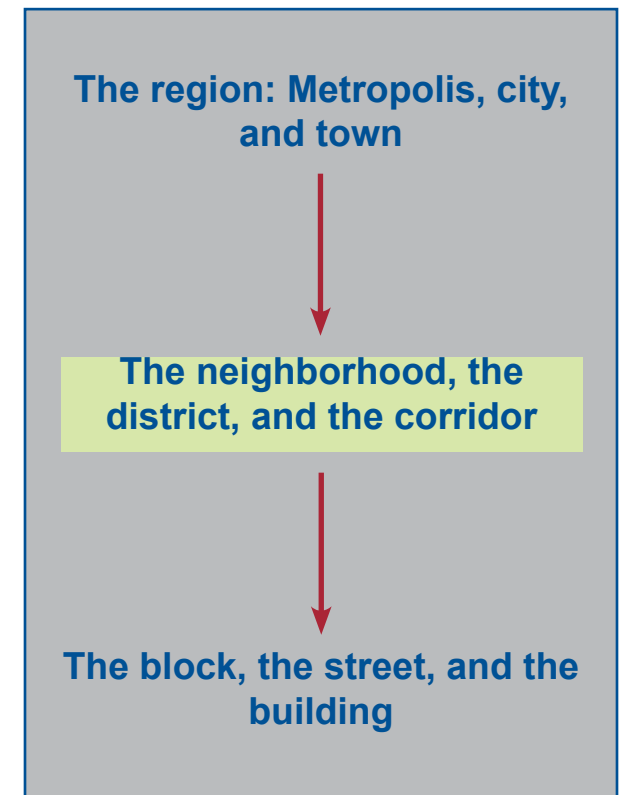
Within the comprehensive plan framework, goals and recommendations are provided not only at a citywide level, but also at the individual neighborhood, district, and corridor level. The purpose of this Chapter is to provide character descriptions, goals, and recommendations for the neighborhoods, districts and corridors identified in the City of West Allis.

The assessment provided in this Chapter is based on the neighborhood, district, and corridor framework devised by the Congress for New Urbanism (CNU). The CNU strives to encourage walkable, compact communities that celebrate the history of the built environment and the preservation of natural features.

The principles provided by CNU's urban hierarchy (Figure 3-1) guide public policy, development practice, urban planning, and design, and are used as the guiding principles for the areas identified in West Allis:

1. The neighborhood, the district, and the corridor are the essential elements of development and redevelopment in the metropolis. They form identifiable areas that encourage citizens to take responsibility for their maintenance and evolution.
2. Neighborhoods should be compact, pedestrian-friendly, and mixed-use. Districts generally emphasize a special single use, and should follow the principles of neighborhood design when possible. Corridors are regional connectors of neighborhoods and districts; they range from boulevards and rail lines to rivers and parkways.
3. Many activities of daily living should occur within walking distance, allowing independence to those who do not drive, especially the elderly and the young. Interconnected networks of streets should be designed to encourage

Figure 3-1. Urban Hierarchy



walking, reduce the number and length of automobile trips, and conserve energy.

4. Within neighborhoods, a broad range of housing types and price levels can bring people of diverse ages, races, and incomes into daily interaction, strengthening the personal and civic bonds essential to an authentic community.
5. Transit corridors, when properly planned and coordinated, can help organize metropolitan structure and revitalize urban centers. In contrast, highway corridors should not displace investment from existing centers.
6. Appropriate building densities and land uses should be within walking distance of transit stops, permitting public transit to become a viable alternative to the automobile.
7. Concentrations of civic, institutional, and commercial activity should be embedded in neighborhoods and districts, not isolated in remote, single-use complexes. Schools should be sized and located to enable children to walk or bicycle to them.
8. The economic health and harmonious evolution of neighborhoods, districts and corridors can be improved through graphic urban design codes that serve as predictable guides for change.
9. A range of parks, from tot-lots and village greens to ballfields and community gardens, should be distributed within neighborhoods. Conservation areas and open lands should be used to define and connect different neighborhoods and districts.

West Allis has a previously established network of twenty-six neighborhoods that have been incorporated into the neighborhoods, districts and corridors identified for this chapter (Figures 3-2 and 3-3). Neighborhoods were identified based on their unique identities, housing characteristics, and geographic locations. Districts were selected during the comprehensive planning process as areas where the City should concentrate business activity and expansion over the next twenty years (Figure 3-8). Corridors and arterials were noted to highlight areas of connectivity between the neighborhoods and districts that can accommodate a variety of land uses (Figure 3-8).

Sections of this chapter refer to “concept areas,” a phrase established by the City to describe focus areas for this plan. Additionally, select concept areas were further studied as “redevelopment opportunities.” Both the concept areas and redevelopment opportunities are further described in Chapter 9.

## NEIGHBORHOODS

There are 26 neighborhoods represented within the City of West Allis (Figure 3-3). Each neighborhood has a character description, tailored recommendations, and a reference to any applicable concept areas.

Figure 3-2. West Allis Neighborhoods, Districts and Corridors

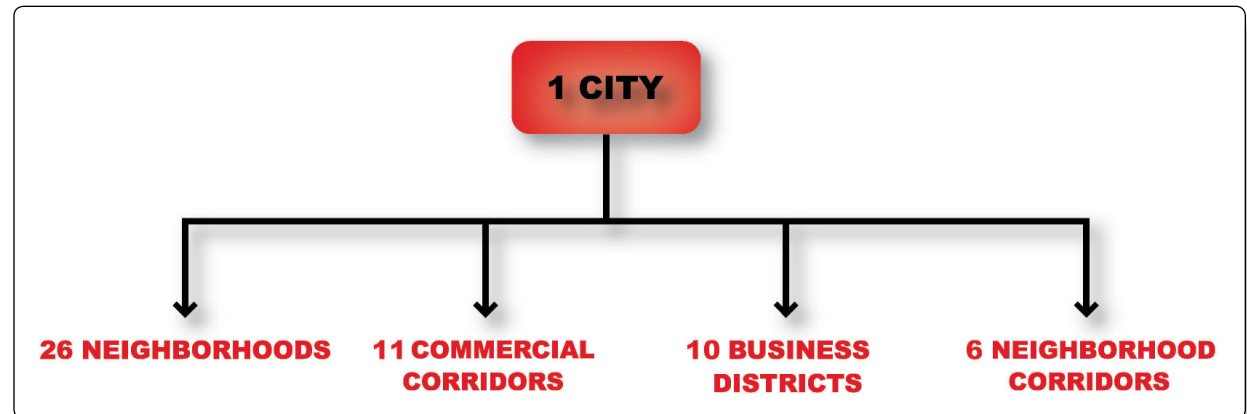
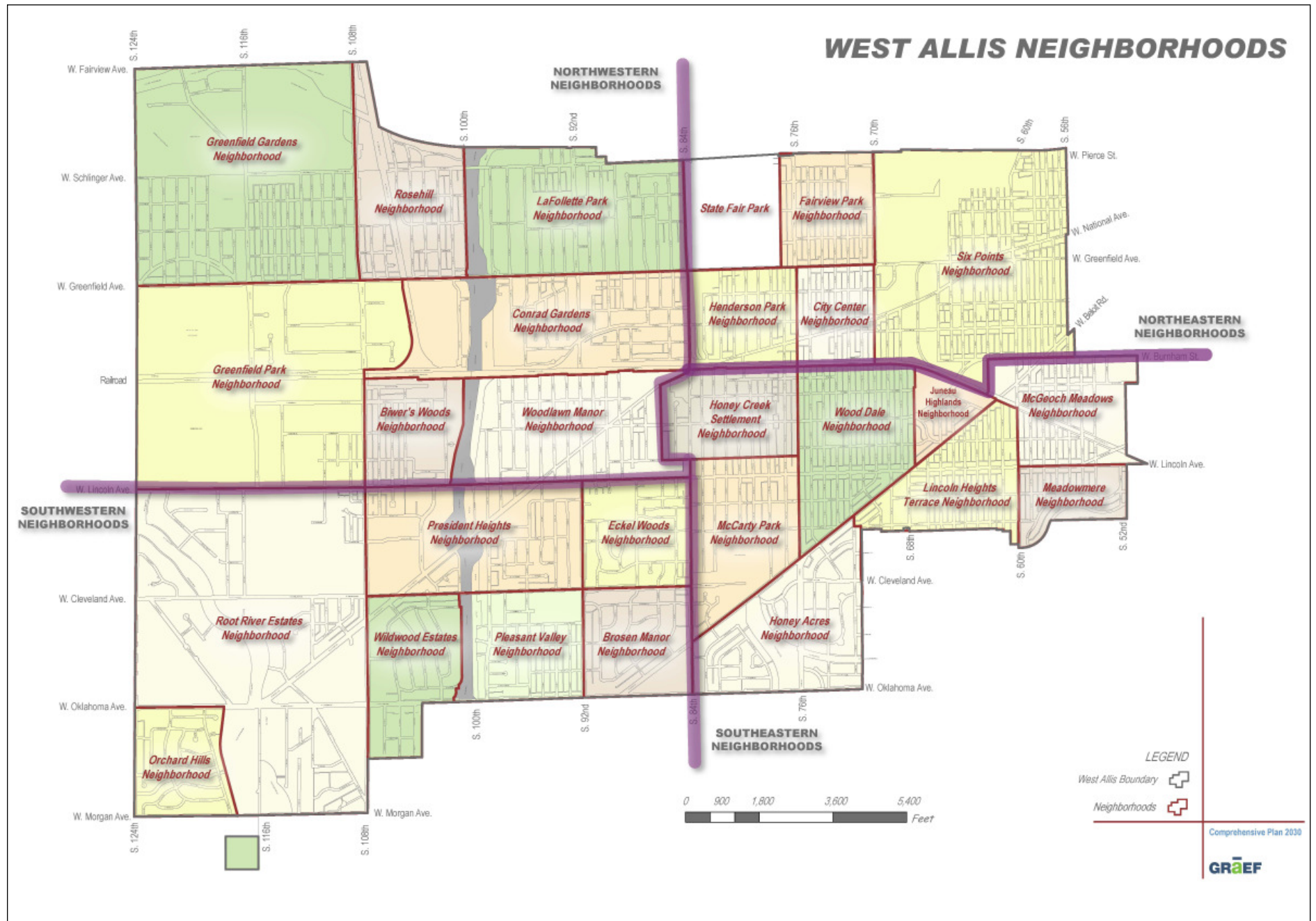


Figure 3-3. West Allis Neighborhoods





## Northwestern Neighborhoods

The following neighborhoods are located in the northwestern quadrant of the City (Figure 3-4).

### *Biwer's Woods Neighborhood*

#### Neighborhood Character

Biwer's Woods is located in the west central portion of the City, and is bounded by the railroad on the north, Interstate 894 on the east, W. Lincoln Avenue on the south, and Hwy 100 on the west. Interstate 894 does not provide access to the neighborhood. The street network is comprised of a traditional grid pattern with some alleys, with two streets terminated in cul-de-sacs. The neighborhood is not served by sidewalks.



Biwer's Woods consists predominantly of single-family residential development on mid-sized lots, with some multi-family residential located along the eastern boundary, adjacent to Interstate 894. Single-family houses in the neighborhood were predominately developed prior to 1970, while the large multi-family development occurred in the 1990s. Irving Elementary School is located in the southeastern part of Biwer's Woods, and includes play areas for schoolchildren and the public. Open space is also located in the

northeastern portion of the neighborhood, and some commercial properties are located along Hwy 100 in the southwestern corner. The Cross Town Connector and Pedestrian Trail is planned to extend along the north side of this neighborhood.

#### Recommendations

- Create interactive park space at the northeast corner of W. Rogers Street and S. 102nd Street.
- Improve building aesthetics and access points for commercial properties along Hwy 100 at Lincoln Avenue. Encourage WisDOT to allow median planting along Hwy 100 to accommodate the residential character to the north.
- Establish the railroad overpass on Hwy 100 as a location for Biwer's Woods gateway signage. Travelers on Hwy 100 should encounter landscaping and signage to recognize entry into and exit from the neighborhood.
- Consider completing the sidewalk network in the neighborhood.

#### Concept Areas (See Chapter 9)

- Concept Area 10 – Hwy 100 and W. Rogers Street Industrial Park abuts the western boundary of the neighborhood.

### *Conrad Gardens Neighborhood*

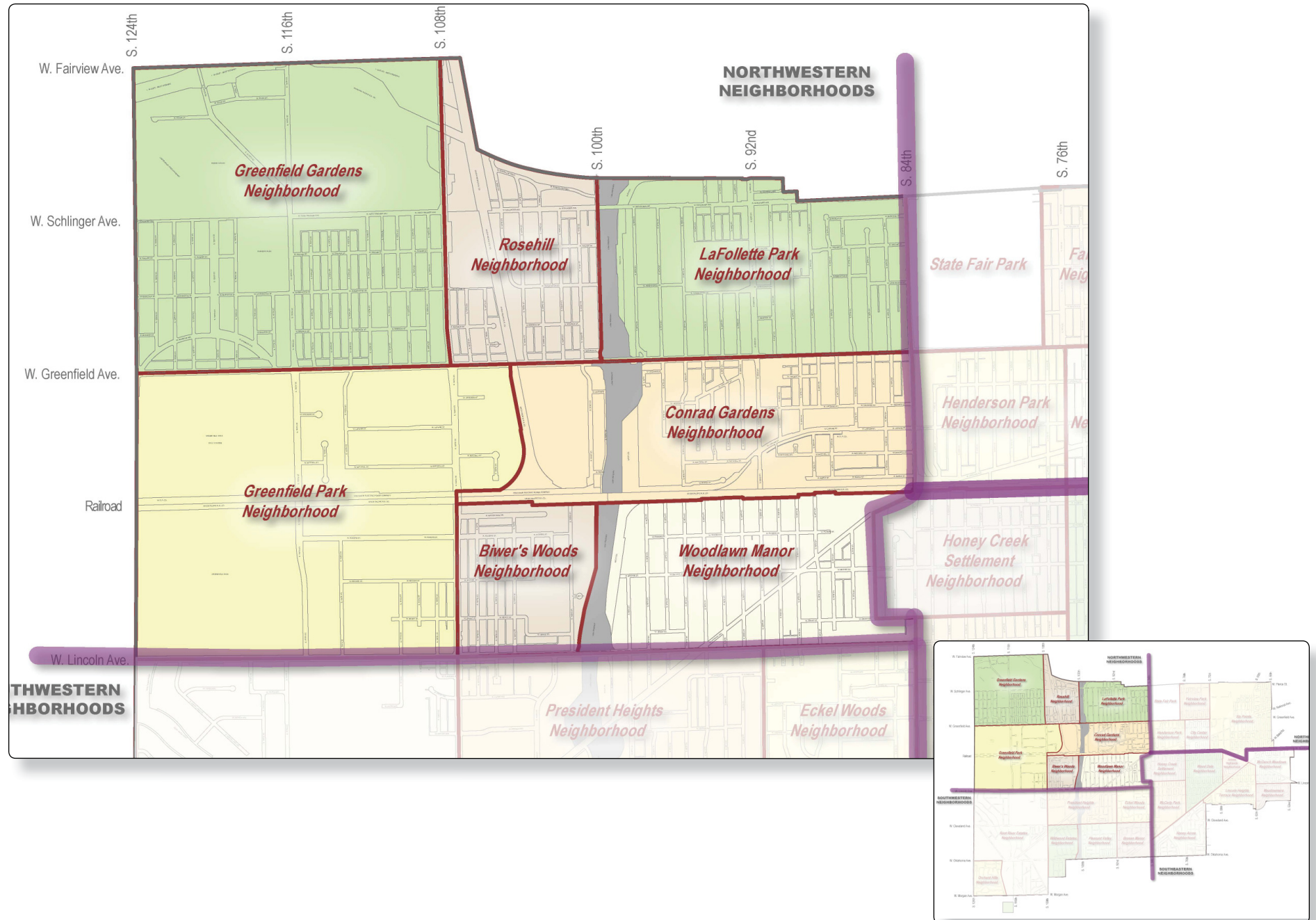
#### Neighborhood Character

The neighborhood is bounded by W. Greenfield Avenue to the north, S. 84th Street to the east, and the Union Pacific railroad line to the south and west. The street network is a combination of the traditional grid pattern and non-traditional street layouts, with sidewalks throughout much of the neighborhood. The Conrad Gardens neighborhood offers a mix of single- and multi-family residential uses on a mix of small and mid-sized lots, as well as, institutional, industrial, and commercial uses. Houses in the neighborhood were typically built prior to 1950, with more post-war development occurring in the western area of the neighborhood. The construction of I-894, in 1962, divided the neighborhood, leaving a remnant of residential properties along the east side of S. 101st Street, in between the freeway and industrial uses to the west. A long stretch of multi-family residential borders the west side of S. 98th Street. The neighborhood also contains three mobile home parks. Commercial activity is focused on the Greenfield Avenue corridor, while S. 101st Street provides industrial opportunities. Chr. Hansen, a company focusing on natural ingredient solutions for the food, pharmaceutical, nutritional and agricultural industries, is located on W. Maple Street. Open space in Conrad Gardens includes Reservoir Park, located southwest of W. Lapham Street and S.





Figure 3-4. West Allis: Northwestern Neighborhoods



96th Street, and the paved playground at Woodrow Wilson Elementary School between S.88th Street and S. 87th Street north of W. Orchard Street. The Cross Town Connector and Pedestrian Trail is planned to extend along the south side of this neighborhood.

### **Recommendations**

- Plan for transition of residential to industrial along S. 101st Street south of W. Greenfield Avenue.
- Explore the potential redevelopment and/or enhancement of the three (3) mobile home parks.
- Coordinate redevelopment efforts with changes to the S. 84th Street and W. National Avenue intersection, as recommended in this Plan.
- Provide opportunities for a new road and additional industrial and commercial development along W. Greenfield Avenue.
- Implement a streetscape plan for W. Greenfield Avenue that includes facade renovation, landscaping, and pedestrian amenities along commercial areas.
- Provide a bicycle and pedestrian bridge over Hwy 100, adjacent to the Union Pacific RR bridge.
- Limit traffic access/driveways along W. Greenfield Avenue, just west of I-894.
- Investigate the potential of sound barrier walls near the Zoo Interchange.
- Encourage WisDOT to allow the incorporation of new city-specific signage alongside existing exit signage for West Allis along Interstate 894.

### **Concept Areas (See Chapter 9)**

- Concept Area 13 – S. 84th Street, W. Greenfield Avenue to W. National Avenue.
- Concept Area 12 – S. 101-103rd Street and W. Greenfield Avenue is located in the neighborhood, west of Interstate 894.

## ***Greenfield Gardens Neighborhood***

### **Neighborhood Character**

Greenfield Gardens serves as a gateway into West Allis from several directions, as it is located in the northwest corner of the city. The area is bounded by the city limits to the north and west, S. 108th Street to the east, and W. Greenfield Avenue to the south. Streets form a traditional grid pattern in the residential portion of the neighborhood. The southern half of the neighborhood is residential, with homes on mid-sized lots. W. Washington Street, which connects the neighborhood to Walker Elementary School, is one of the only streets in the neighborhood that maintains sidewalks. Housing within the neighborhood was largely built between 1940 and 1979. Greenfield Gardens is home to the City's heaviest industrial park, including Quad/Graphics. Commercial uses and multi-family housing are located along W. Greenfield Avenue, and Hwy 100 is another commercial corridor. The Hank Aaron State Trail (former



Canadian Pacific Railroad) is planned to extend through the northern portion of the neighborhood. Milwaukee County's Oak Leaf Trail extends from the Underwood Creek Parkway and runs south into Greenfield Park.

### **Recommendations**

- Encourage commercial facade improvements along W. Greenfield Avenue and Hwy 100.
- Explore providing frontage roads along Hwy 100.
- Consider the redevelopment of industrial properties north and northeast of Rainbow Park and Underwood Parkway.
- Consider roadway and median improvements to W. Fairview Avenue and S. Curtis Road where both streets intersect the Interstate 94 overpass.
- Consider the addition of sidewalks within the neighborhood, potentially along W. Theodore Trecker Way between Hwy 100 and S. 116th Street, and along S. 116th Street from W. Theodore Trecker Way north to Interstate 94.
- Install signage at S. 124th Street and W. Greenfield Avenue and on Hwy 100 where the roadway passes over Interstate 94 to recognize entry into the City of West Allis.

### **Concept Areas (See Chapter 9)**

- Concept Areas 1- NW Industrial Park and 2 – Hwy 100 Northern Gateway are located in the neighborhood.



## ***Greenfield Park Neighborhood***

### **Neighborhood Character**

The Greenfield Park neighborhood is bounded by W. Greenfield Avenue to the north, Hwy 100 to the east, W. Lincoln Avenue to the south and the city limits to the west. The Greenfield Park Golf Course and the park



itself comprise the western half of the neighborhood, while the eastern half consists of industrial uses on large lots with numerous truck terminals, interspersed with pockets of single-family and multi-family residential areas, and a commercial corridor along Hwy 100. Most streets are laid out in a grid format, delineating large blocks, and sidewalks exist to serve pedestrians throughout a majority of the neighborhood. A few cul-de-sacs in the northern section of the neighborhood separate residential and industrial uses. The multi-family housing in the northern and southern portions of the area was developed in the 1970s, 1980s and 1990s. The single-family housing in the southern portion of the neighborhood was developed between 1940 and 1970. The Milwaukee County Oak Leaf Trail continues through this neighborhood to connect the abutting neighborhoods to the north and south.

### **Recommendations**

- Redevelop truck terminals into light industrial/commercial uses.
- Explore providing frontage roads along Hwy 100.
- Consider moving trucking companies off of Hwy 100 into the industrial park, and redevelop Hwy 100 frontage with commercial uses.
- Encourage the establishment of a central pool of funds for facade renovations, landscaping, and general site maintenance for neighborhood businesses.
- Install additional landscaping in the medians along W. Lincoln Avenue and Hwy 100.
- Increase the amount of wayfinding signage available to direct Hwy 100 users to the businesses west of the corridor.

### **Concept Areas (See Chapter 9)**

- Concept Area 9 – S. 113th Street is located south of W. Greenfield Avenue in this neighborhood.
- Concept Area 10 – Hwy 100 and W. Rogers Street Industrial Park is located in Greenfield Park Neighborhood.
- Concept Area 11 – Hwy 100 Corridor from W. Greenfield Avenue south to the railroad tracks.

## ***LaFollette Park Neighborhood***

### **Neighborhood Character**

The LaFollette Park neighborhood is bounded by the city limits to the north, S. 84th Street to the east, W. Greenfield Avenue to the south, and S. 100th Street and Interstate 894 to the west. The streets are arranged in a traditional grid pattern with sidewalks and a small number of alleys. LaFollette Park features predominantly single-family residential on mid-sized lots, and it is located in the northern part of West Allis. Housing in this neighborhood was developed prior to 1940 through the 1960s. Some commercial properties are located along S. 84th Street, and the area is also home to LaFollette Park, which is located directly in the center of the neighborhood. There is a mix of commercial, residential, and industrial along the northern border, and a commercial corridor along W. Greenfield Avenue. A mobile home park is situated along S. 84th Street. The Hank Aaron State Trail is planned to extend along the northern edge of the neighborhood.





### **Recommendations**

- Address the mix of commercial and industrial sites along the north border of the neighborhood with site improvements and potential rezoning.
- Encourage facade improvements to commercial properties along W. Greenfield Avenue and S. 84th Street.
- Explore the redevelopment of the mobile home park, potentially consolidating the site with adjacent parcels.
- Capitalize on the location of the parkland in the center of LaFollette Park. Install park features and encourage ongoing activities that draw neighbors to the site on a regular basis.
- Install pedestrian crossings along S. 84th Street to encourage safe connections between the LaFollette Park neighborhood and the State Fair grounds.
- Install a sidewalk on the east side of S. 84th Street from W. Greenfield Avenue north to W. Schlinger Avenue.
- Construct gateway features at S. 84th Street, just south of the Pettit Center, that welcome visitors to the City of West Allis.
- Encourage design features along S. 84th Street that establish the corridor as a pedestrian-oriented street, including landscaping and streetscape features.

### **Concept Areas (See Chapter 9)**

- Concept Area 3 – W. Schlinger Avenue is located in LaFollette Park.

- Part of Concept Area 4 – State Fair Park Gateway includes the eastern side of the neighborhood along S. 84th Street.

### ***Rosehill Neighborhood***

#### **Neighborhood Character**

Rosehill is located east of S. 108th Street in the northern portion of West Allis. The neighborhood is generally bounded by the city limits on the north, S. 100th Street and Interstate 894 on the east, W. Greenfield Avenue on the south, and S. 108th Street on the west. Streets are mostly arranged in a traditional grid pattern with some alleys. The neighborhood maintains sidewalks north of W. Schlinger Avenue and



near Madison Elementary School. There is also a pedestrian underpass at W. Washington Street under the Union Pacific Railroad. The Hank Aaron State Trail is planned to extend along the northern edge of the neighborhood.

The area is home to single-family residences on mid-sized lots, Madison Park, a commercial and light industrial corridor along the east side of Hwy 100, and a mobile home park along Hwy 100. Houses north of W. Schlinger Avenue were developed prior to 1940, and

the remainder of the area was developed in the 1940s and 1950s. The area lies just southwest of the Zoo Interchange and homes may be removed or affected by its reconstruction.

### **Recommendations**

- Ensure that the proper standards for mobile home maintenance are being enforced in the area.
- Study the addition of frontage roads to Hwy 100.
- Encourage the redevelopment of low-lying warehousing/commercial properties along the northwest section of Hwy 100.
- Encourage the redevelopment of the mobile home park.
- Install gateway signage at S. 108th Street where it meets the city limits to recognize entry into the City of West Allis.

### **Concept Areas (See Chapter 9)**

- Part of Concept Area 2 – Hwy 100 Northern Gateway is located in the neighborhood.

### ***Woodlawn Manor Neighborhood***

#### **Neighborhood Character**

The Woodlawn Manor neighborhood is located east of Interstate 894 just south of the Union Pacific railroad line and north of W. Lincoln Avenue. The neighborhood's eastern boundary consists of W. National Avenue, S. 86th Street and S. 84th Street. Streets are arranged in a traditional grid pattern, with alleys on very few

streets. Sidewalks have been developed throughout the neighborhood. Land uses are primarily single-family and two-family residential, with a commercial corridor along W. National Avenue and some multi-family developments. The housing stock was developed prior to 1960, and is situated on smaller sized lots. A large senior housing facility is located on W. National Avenue. In the east end of the neighborhood there is a light industrial area north of W. National Avenue, and Central High School is located in the southeast corner of the neighborhood. The Cross Town Connector and Pedestrian Trail is planned to extend along the north side of this neighborhood.



### **Recommendations**

- Encourage facade improvements/grants to commercial buildings along W. National Avenue and W. Becher Street
- Encourage the redevelopment of the light industrial area north of W. National Avenue on the east end of the neighborhood.
- Improve the S. 92nd Street overpass at the Union Pacific railroad line to include lighting and pedestrian-scaled features.

### **Concept Areas (See Chapter 9)**

- Part of Concept Area 21 – Honey Creek Redevelopment is located in Woodlawn Manor.

### **Northeastern Neighborhoods**

The following neighborhoods are located in the northeastern quadrant of the City (Figure 3-5):

### ***City Center Neighborhood***

#### **Neighborhood Character**

The City Center neighborhood is a prominent area in West Allis, supporting various civic uses including the library, senior center, health department, City Hall, and Fire Station #1. The neighborhood features several new downtown facades, and the new Centennial Plaza. Containing the southern half of the downtown, the area is bounded by W. Greenfield Avenue to the north, S. 70th Street to the east, the Union Pacific railroad line to the south, and S. 76th Street to the west. Streets in this neighborhood are arranged in a traditional grid pattern, supporting sidewalks and an

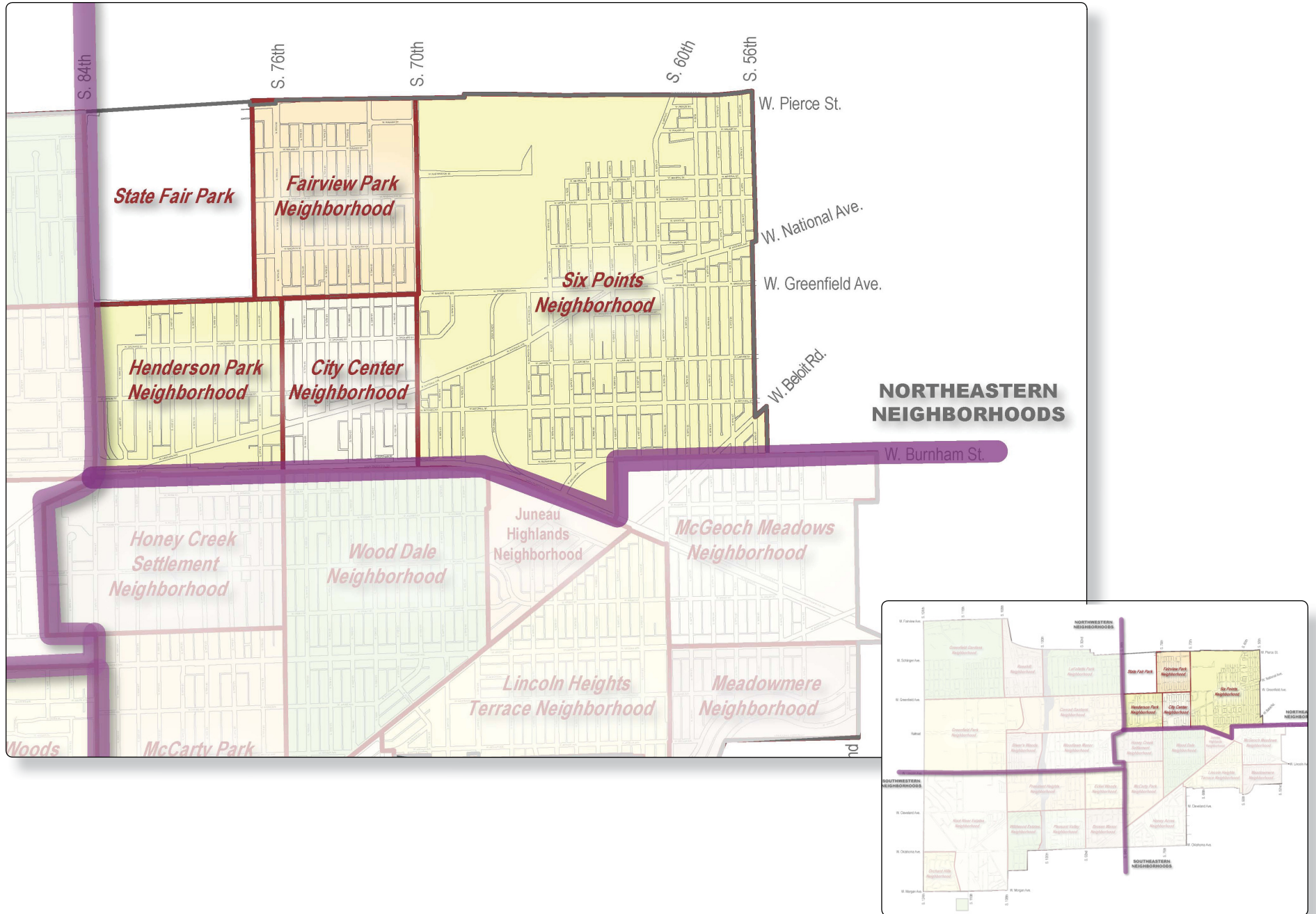


alley system. The area was developed prior to 1940 and land uses include single-family residential on small lots, multi-family residential, commercial (retail and entertainment), municipal parking lots, institutional, and light manufacturing along the railroad. Considered part of the “downtown” for West Allis, the mix of uses is critical to the identity of the area.

### **Recommendations**

- Pursue grants for facade improvements to downtown buildings.
- Encourage shared underground parking to alleviate the need for surface parking lots.
- Encourage the exploration and use of sustainable, porous paving in parking lots.
- Consider the installation of brick pavers or stamped concrete where pedestrian crossings are located on W. Greenfield Avenue and S. 70th Street to alleviate the potential conflict between high vehicle traffic and pedestrians.
- Provide improvements to the alley system throughout the downtown.
- Provide way-finding signage downtown, to municipal parking lots and civic buildings.
- Re-examine the use of one-way streets.
- Provide uniform streetscaping along W. National Avenue
- Re-examine signal placement and timing downtown.
- Enhance connection between W. Greenfield Avenue and municipal parking lots.
- See Chapter 10 for additional downtown recommendations.

Figure 3-5. West Allis: Northeastern Neighborhoods





## ***Fairview Park Neighborhood***

### **Neighborhood Character**

Containing the north half of Downtown West Allis, Fairview Park is bounded by the city limits to the north, S. 70th Street to the east, W. Greenfield Avenue to the south, and S. 76th Street to the west. S. 70th Street is a gateway corridor into West Allis. The neighborhood is located just east of State Fair Park, and contains single-family residential on smaller sized lots, with industrial uses along the north city limit. Commercial uses are



located along S. 70th Street and W. Greenfield Avenue, and are interspersed with municipal parking lots. Houses in this neighborhood were developed prior to 1940. McKinley Playground is located in the eastern portion of Fairview Park neighborhood along S. 72nd Street. Two advanced education centers, Milwaukee Area Technical College (MATC) and Lakeland College, are in this neighborhood. The streets are arranged in a traditional grid pattern, supporting sidewalks and an alley network. New facades adorn portions of the downtown area. Considered part of the “downtown” for West Allis, the existing mix of uses is critical to the identity of the area.

### **Recommendations**

- Continue to implement the facade renovation program for the commercial properties along W. Greenfield Avenue.
- Encourage the implementation of traffic-calming devices along W. Greenfield Avenue to allow for a reduction in speeding and increased visibility for commercial storefronts.
- Study the potential impacts of the proposed “Texas U-Turn” on S. 76th Street.
- Continue code enforcement.
- Provide way-finding signage to municipal parking lots and civic buildings.
- Re-examine the use of one-way streets.
- Re-examine signal placement and timing downtown.
- Enhance connection between W. Greenfield Avenue and municipal parking lots.
- Study parking issues for Lakeland College and MATC.
- Encourage shared underground parking to elude the need for surface parking lots.
- Study potential upgrades in transit options (Bus Rapid Transit-BRT or light rail).
- Study the underutilized intersection of S. 76th Street and W. Greenfield Avenue for a possible roundabout.
- Consider the installation of brick pavers or stamped concrete where pedestrian crossings are located on W. Greenfield Avenue to highlight the crossing areas and provide aesthetic value to the streetscape.

- See Chapter 10 for additional downtown recommendations.

### **Concept Areas (See Chapter 9)**

- Concept Area 6 – S. 76th Gateway is at the northern edge of the neighborhood.
- Concept Area 7 – S. 70th Street Gateway is along the eastern boundary of the neighborhood.

## ***Henderson Park Neighborhood***

### **Neighborhood Character**

The Henderson Park neighborhood is bounded by W. Greenfield Avenue on the north, S. 76th Street on the east, the Union Pacific railroad tracks on the south and S. 84th Street on the west. Streets are arranged in a traditional grid pattern with sidewalks and some alleys. The neighborhood consists predominantly of single-family residential on smaller sized lots, with higher-intensity commercial located along the edges of the neighborhood. The housing stock in this neighborhood was developed prior to 1940. Some light industrial properties are located in the southwestern portion of



the area with commercial corridors along S. 84th Street, S. 81st Street, W. National Avenue, and W. Greenfield Avenue. Recently, the new Heritage Senior Living complex replaced a bus parking lot along W. National Avenue in the Pioneer redevelopment area. In the future, the vacant Milwaukee Gray Iron Foundry (MGI) and Mykonos are likely to be removed for commercial and residential development.

### **Recommendations**

- Encourage property consolidation and redevelopment along the eastern edge of S. 84th Street.
- Redevelop MGI Foundry and Mykonos properties.
- Redevelop light industrial block along S. 83rd Street, between W. Lapham Avenue and W. National Avenue; consider vacation or narrowing of S. 83rd Street.
- Encourage facade improvements along S. 84th Street, S. 81st Street, W. Greenfield Avenue, and W. National Avenue.
- Update streetscaping along S. 84th Street, W. National Avenue, and W. Greenfield Avenue to create a more vibrant neighborhood identity.
- Address S. 84th Street and W. National Avenue intersection.
- Install pedestrian crossings across W. Greenfield Avenue between Henderson Park and the State Fair grounds to allow for safe connections between the north and south sides of the roadway.

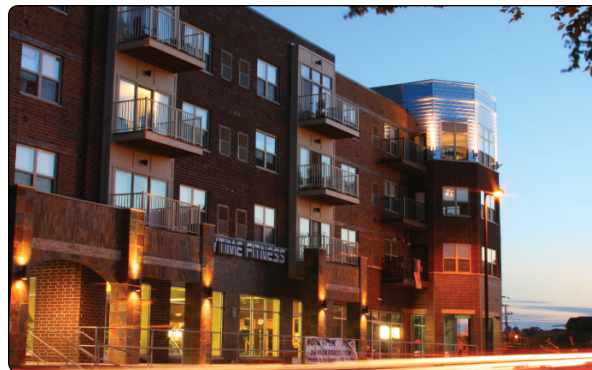
### **Concept Areas (See Chapter 9)**

- Concept Area 13 – W. Greenfield Avenue and S. 84th Street at the western side of the neighborhood.
- Concept Areas 5 – Milwaukee Mile, north of W. Greenfield Avenue adjacent to the State Fair.
- Concept Area 14 – W. Hicks Street, just south of the neighborhood along the railroad.

### ***Six Points Neighborhood***

#### **Neighborhood Character**

The Six Points neighborhood is a prominent area in West Allis. Although located in the northeast corner of the City, Six Points is considered - along with the City Center neighborhood - to be the core of West Allis. The neighborhood is bounded by the city limits on the north and east, the Union Pacific railroad line and W. Burnham Street on the south, and S. 70th Street on the west. The street network is arranged in a traditional grid pattern, and streets are served by sidewalks and alleys. The neighborhood contains many arterial roadways and corridors, and is named for the six-point intersection of W. Greenfield Avenue, W. National Avenue and S. 62nd Street.



The neighborhood contains a mix of single-family and multi-family residential on the east, and industrial properties on the south and north ends. Large office complexes and higher education institutional uses are located in the corridor along S. 70th Street, and there is a large retail area in the center of the neighborhood on W. Greenfield Avenue. The housing in this neighborhood was developed prior to 1940, and is situated on smaller-sized lots. Six Points is also home to the Farmers Market, Horace Mann Elementary School, and the West Allis Towne Centre. Several major arterials are undergoing streetscape improvements, the Hank Aaron State Trail is planned to extend along the northern edge of the neighborhood, and the Cross Town Connector Trail will be accessible on city streets within this neighborhood.

Six Points has been home to several major redevelopment projects in the past five years, including:

- Summit Place - 650,000 square feet of new, Class A office space converted from the former Allis-Chalmers Manufacturing Company.
- Six Points Apartments - over 600 new residential units planned for development, with 182 built as of 2009. New commercial will occupy the first floor.
- Six Points East Condominiums - 42 condos are built and are scheduled to be occupied by the spring of 2010. New commercial will occupy the first floor.
- Farmers Market - \$2 million in public investment went to refurbish this historic icon, which is Wisconsin's oldest running outdoor farmers market.
- West Allis Towne Centre - \$15 million redevelopment/reimaging of the shopping center that was once part of the former Allis-Chalmers Manufacturing Company.

### **Recommendations**

- Continue the redevelopment of the Six Points Farmers Market redevelopment area.
  - Redevelop industrial properties along W. Mitchell Street
  - Encourage commercial facade improvements and grants along S. 60th Street, W. Greenfield Avenue, and W. National Avenue
  - Promote investment in the Paradise Theater and neighboring properties.
  - Facilitate the development of a business improvement district.
  - Consider intersection improvements to accommodate vehicular traffic, bicyclists, and pedestrians at S. 62nd Street, W. Greenfield Avenue, and W. National Avenue (Six Points). The intersection has seen and will see increased traffic as a result of new mixed use and multi-family developments.
  - Redevelop underutilized properties within the district in a manner that complements the neighborhood's traditional and pedestrian-oriented character.
  - Continue to encourage mixed-use development near the Six Points intersection where vacant lands are available for redevelopment.
  - Design gateway feature and streetscaping improvements at the S. 60th Street northern city limit, and on W. Greenfield and W. National Avenues at the eastern city limits.
- Consider the installation of brick pavers or stamped concrete where pedestrian crossings are located on W. Greenfield Avenue and S. 70th Street to alleviate the potential conflict between high vehicle traffic and pedestrians.
  - Promote the development of a creative signage district at the Six Points intersection.
  - Upgrade wayfinding signage within the neighborhood.
  - Capitalize upon the use of transit within the neighborhood.
  - Promote the addition of shared parking.
  - Establish pedestrian guidelines and development standards in the neighborhood, possibly creating a "pedestrian improvement zone."
  - Clean-up the railroad spur from the Union Pacific line to the northern city limits and investigate the future potential of a pedestrian and bicycle oriented corridor.
  - Create a targeted housing rehabilitation program to address housing blight conditions.
  - Initiate a pilot program to convert absentee-owned duplexes to encourage owner occupancy.

### **Concept Areas (See Chapter 9)**

- Concept Areas in this neighborhood include all or parts of:
- Concept Area 7 – S. 70th Street Gateway
- Concept Area 8 – W. Washington Street Extension

- Concept Area 15 – Paradise Theater Area Redevelopment
- Concept Area 16 – S. 68th Street and W. Mitchell Street
- Concept Area 17 - S. 68th Street and W. Mitchell Street
- Concept Area 19 – S. 60th Street and W. Beloit Road

### **Southwestern Neighborhoods**

The following neighborhoods are located in the southwestern quadrant of the City (Figure 3-6):

#### ***Brosen Manor Neighborhood***

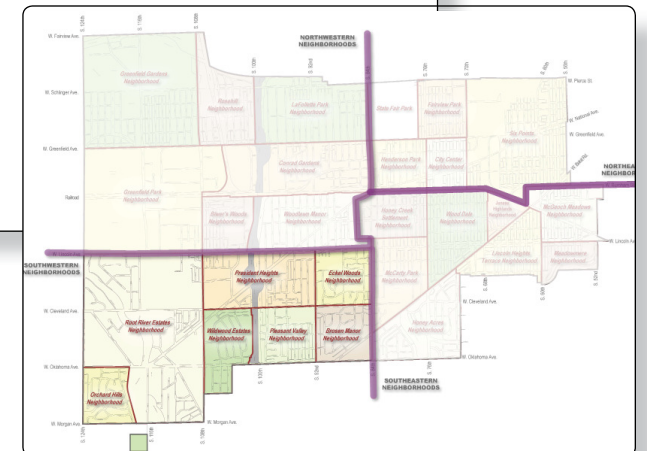
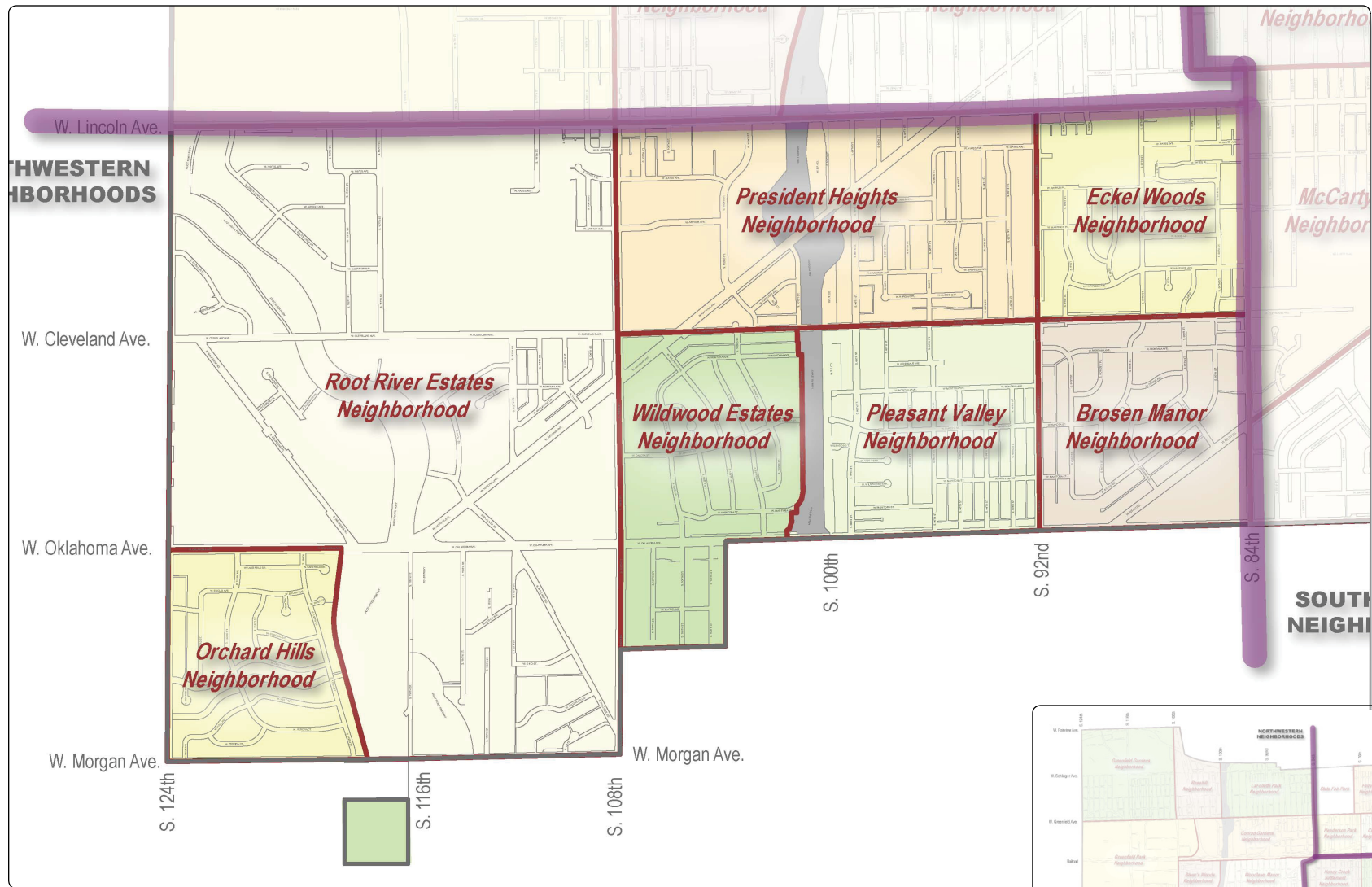
#### **Neighborhood Character**

Brosen Manor sits at the southern border of the city, bordered by W. Cleveland Avenue on the north, S. 84th Street to the east, W. Oklahoma Avenue on the south, and S. 92nd Street on the west. Brosen Manor is mostly single-family residential on mid-sized lots, and includes multi-family developments at Village Manor





Figure 3-6. West Allis: Southwestern Neighborhoods



Park in the southeast portion of the neighborhood. The street network is not a traditional grid pattern; rather the interior streets in the neighborhood tend to be curvilinear with sidewalks, but without alleys. Houses in this neighborhood were predominantly built in the 1940s. Commercial and additional multi-family properties are located along W. Oklahoma Avenue between S. 92nd Street and W. Beloit Road

### **Recommendations**

- Preserve the architectural integrity of older single-family homes along collector streets within Brosen Manor.
- Maintain and consider future completion of sidewalk network with scheduled street construction.

## ***Eckel Woods Neighborhood***

### **Neighborhood Character**

Eckel Woods is a predominantly single-family residential neighborhood bounded by W. Lincoln Avenue on the north, S. 84th Street on the east, W. Cleveland Avenue on the south, and S. 92nd Street on the west. The streets are arranged in a non-traditional pattern with some curvilinear forms. The neighborhood is connected



for pedestrians with sidewalks. The area is home to the Aurora West Allis Medical Center, and the Women's Pavilion, one of the leading women's health care facilities in the Milwaukee area. The neighborhood also includes limited commercial uses located at prominent intersections. Single-family homes in the neighborhood were typically developed in the 1950s and 1960s, and are located on mid-sized lots. Multi-family residential is located near the hospital.

### **Recommendations**

- Encourage the implementation of facade renovations for the commercial properties along W. Cleveland Avenue just west of S. 84th Street.
- Provide additional parking for the hospital.
- Work with the hospital to coordinate vision for future expansion needs.
- Explore traffic calming measures on W. Arthur Avenue and S. 88th Street for hospital traffic.

### **Concept Areas (See Chapter 9)**

- Concept Area 23 – Aurora West Allis Medical Center is located in the neighborhood.

## ***Orchard Hills Neighborhood***

### **Neighborhood Character**

Orchard Hills is generally bounded by W. Oklahoma Avenue on the north, the Root River Parkway on the east, W. Morgan Avenue on the south, and S. 124th Street on the west. Streets are arranged in a non-traditional pattern and do not contain alleys. Sidewalks have been developed in approximately half of the



neighborhood, often on one side of the street. The Orchard Hills neighborhood serves as the southwestern gateway into West Allis. The predominantly single-family residential neighborhood is bounded by the Root River Parkway on the eastern edge of the neighborhood, and multi-family developments near S. 124th Street and W. Oklahoma Avenue. Houses in this neighborhood were built in the 1960s and 1970s, and are situated on mid to larger sized lots.

### **Recommendations**

- Encourage redevelopment at S. 116th Street and W. Morgan Avenue.
- Maintain the pathway between the Root River Parkway and S. 119th Street just south of W. Ohio Avenue. Encourage use of the pathway by bicyclists and pedestrians.
- Establish gateway features on W. Morgan Avenue at S. 124th Street and W. Oklahoma Avenue at S. 124th Street that identify entry into West Allis.
- Consider completing sidewalk network in the neighborhood.



## ***Pleasant Valley Neighborhood***

### **Neighborhood Character**

Pleasant Valley is bounded by W. Cleveland Avenue on the north, S. 92nd Street on the east, W. Oklahoma Avenue on the south, and S. 101st Street on the west. Streets are arranged mostly in a traditional grid



*Candy Cane Lane*

pattern, with some cul-de-sacs. The neighborhood has a complete sidewalk network, and some streets are served by alleys. The neighborhood sits in south central West Allis, and includes single-family residential on mid-sized lots, the Interstate 894 corridor, multi-family and commercial uses along W. Oklahoma Avenue, and the Frank Lloyd Wright Intermediate School on W. Cleveland Avenue. Houses were predominately built in the 1950s. The Pleasant Valley restaurant is situated in the middle of a residential neighborhood. In the winter holiday season, the southeastern portion of this neighborhood is known as “Candy Cane Lane,” whose tradition of decorations has become an area attraction and fundraising entity.

### **Recommendations**

- See the general neighborhood recommendations table at the end of this section.
- Maintain existing pedestrian bridge over I-894.

## ***President Heights Neighborhood***

### **Neighborhood Character**

President Heights is generally bounded by W. Lincoln Avenue to the north, S. 92nd Street to the east, W. Cleveland Avenue to the south, and S. 108th Street to the west. The neighborhood has a diverse character. It spans the Interstate 894 corridor in the southwestern quadrant of West Allis. The neighborhood is also home to a significant portion of the W. National Avenue corridor. Land uses include single-family and multi-family residential, industrial, commercial and institutional.

The residential section in the east contains a mix of traditional grid and non-traditional patterns, with some cul-de-sacs and some alleys. The commercial section contains some large parcels with some big box retail along Hwy 100, and car dealerships along W. Hayes Avenue and W. Arthur Avenue. S. 102nd Street is home to several office complexes. With few exceptions, the neighborhood is served by sidewalks. Houses in this neighborhood were typically developed in the 1950s and 1960s, and are located on mid-sized lots.



## **Recommendations**

- Maintain big box architectural regulations.
- Study the addition of frontage roads along Hwy 100.
- Explore the potential redevelopment of car dealership sites.
- Encourage facade improvements to the Wehr Building.

### **Concept Areas (See Chapter 9)**

- Concept Area 22 – S. 106th Street and W. Arthur Avenue is located in President Heights.

## ***Root River Estates Neighborhood***

### **Neighborhood Character**

The Root River Estates neighborhood is nestled between the city limits and S. 108th Street in the southwestern part of West Allis. Its northern and southern borders are generally W. Lincoln Avenue and W. Morgan Avenue, respectively. The street pattern is not a traditional grid, and there are no alleys. Sidewalks are very limited within the neighborhood and are located mainly in commercial areas and near Nathan Hale High School. The West Allis Police and Court Center is also located in this neighborhood. The Root River Parkway traverses the neighborhood from the northwest to the southeast and is the main natural feature in this area. The parkway is part of the Oak Leaf Trail, which is a popular recreational amenity within the region for walking and biking.

Root River Estates is a mix of single-family residential on larger sized lots, some multi-family and condominium developments, open space, and commercial lands





along S. 108th Street (Hwy 100), which include big box retail, national chain stores, and car dealerships. The commercial corridor experiences high traffic volumes. Housing in this neighborhood ranges in age of origin from the 1940s to the 1970s. Newer housing and condominium development has occurred in the southeastern section since the 1990s.

#### **Recommendations**

- Study the addition of frontage roads along Hwy 100.
- Maintain big box architectural regulations.
- Investigate low-density residential possibilities for redevelopment around S. 112th Street and W. Montana Avenue.
- Encourage the establishment of a business association that oversees a central pool of funds for facade renovations, landscaping, and general site maintenance for neighborhood businesses.
- Increase the amount of wayfinding signage available to direct Hwy 100 users to the businesses west of the corridor.

- Develop pedestrian-friendly amenities within the Root River Parkway, including tot-lot and associated recreation facilities.
- Consider completing sidewalk network in the neighborhood.

#### **Concept Areas (See Chapter 9)**

- Concept Areas 25 – W. Oklahoma Avenue and S. 122nd Street and 26 – HUB Chrysler are located in the neighborhood.

### ***Wildwood Estates Neighborhood***

#### **Neighborhood Character**

Wildwood Estates is nestled in the southwest portion of West Allis. The neighborhood is generally bounded by W. Cleveland Avenue on the north, S. 101st Street and the city limits to the south and east, and S. 108th Street on the west. Streets are more curvilinear than a traditional grid form, alleys are present in one area along W. Cleveland Avenue, and the neighborhood has a complete sidewalk network along and north of W. Oklahoma Ave. Wildwood Estates is home to single-family residential on mid-sized lots, some multi-family developments, and a commercial corridor along Hwy



100, which contains strip malls, national retail chains, and a cluster of financial institutions. The neighborhood was largely developed in the 1950s, although the area south of W. Oklahoma Ave. contains a mix of development from between the 1960s and 1990s.

#### **Recommendations**

- Study the addition of frontage roads along Hwy 100.
- Install gateway signage on S. 108th Street where it crosses the city boundary to recognize entry into West Allis.

### **Southeastern Neighborhoods**

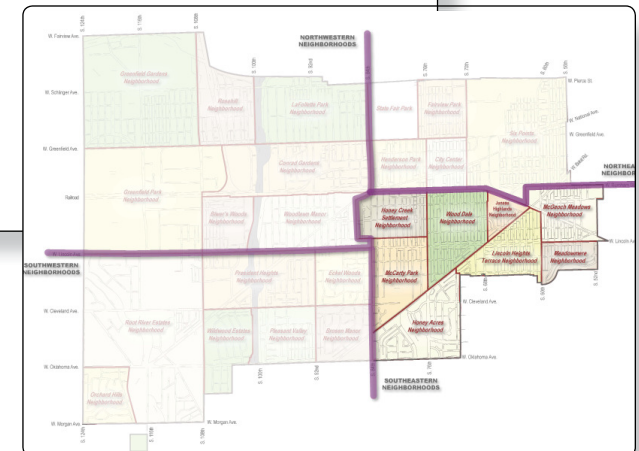
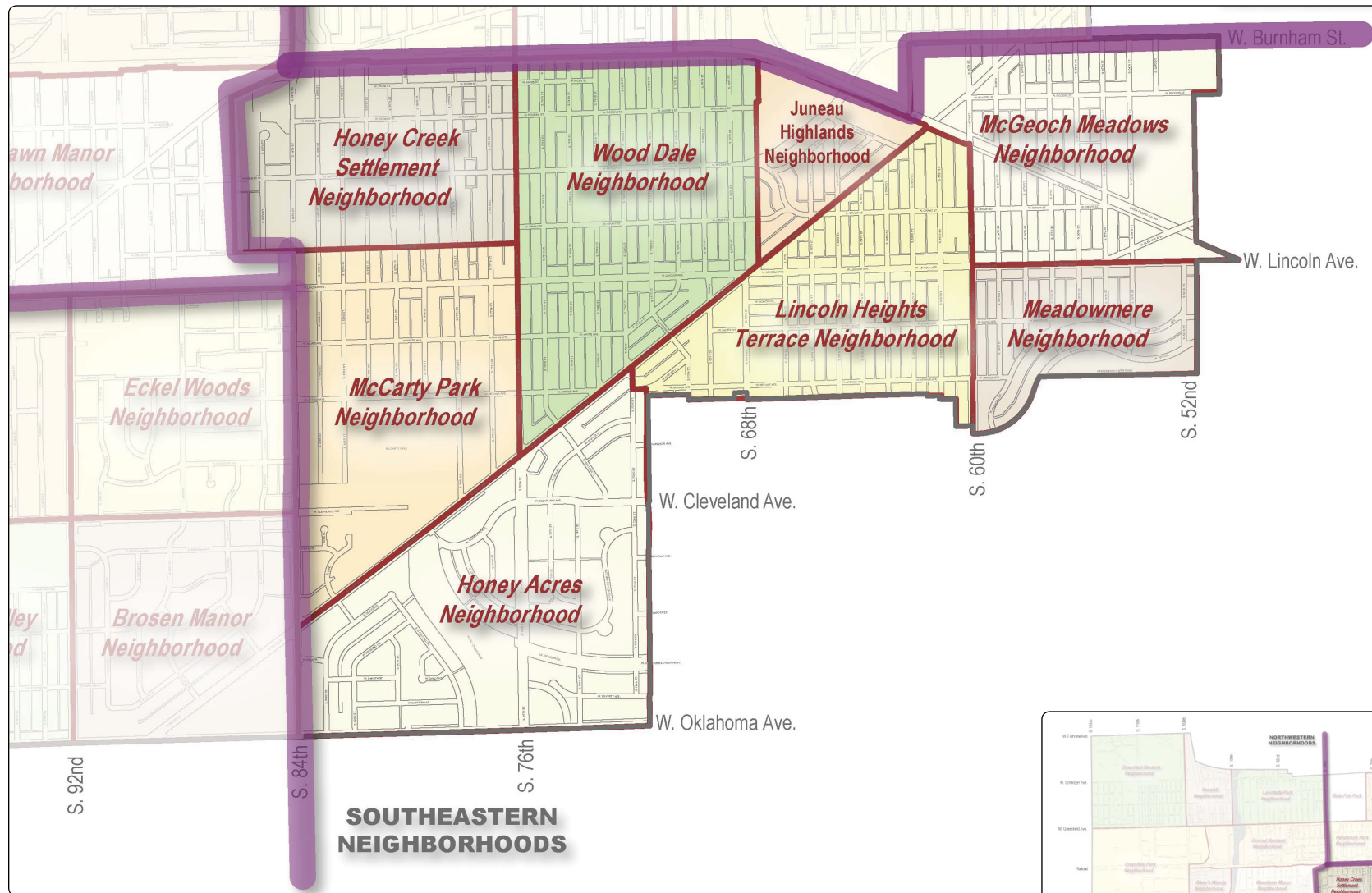
The following neighborhoods are located in the southeastern quadrant of the City (Figure 3-7):

### ***Honey Acres Neighborhood***

#### **Neighborhood Character**

The Honey Acres neighborhood is bounded by W. Beloit Road to the north, the parcels abutting the east side of S. 72nd Street to the east, W. Oklahoma Avenue to the south, and 84th Street to the west. This neighborhood shares its southern and eastern borders with the City of Milwaukee. The street network, which includes several cul-de-sacs, contains curvilinear streets that reflect the layout of the Honey Creek Parkway. A mix of streets with sidewalks and a few alleys, the area is predominantly single-family residential on larger to mid-sized lots, with some multi-family residential along W. Beloit Road and W. Oklahoma Avenue. The area consists of housing that was largely developed in the 1940s and 1950s, with some additional development in the 1960s. Beloit Road Housing, an Independent Senior Living facility open to persons 55 and older,

Figure 3-6. West Allis: Southeastern Neighborhoods







is located at the southwest corner of S. 72nd St. and W. Beloit Road. Commercial nodes are located at intersections of S. 76th Street with W. Beloit Avenue and S. Oklahoma Avenue. The Honey Creek Parkway dissects the center of the neighborhood and is a popular corridor for various recreational activities within the area. Klentz Park is located in the northeastern corner of Honey Acres.

### **Recommendations**

- Explore the re-establishment of Honey Creek to its natural state by encouraging the removal of the concrete basin and replanting around the waterway.
- Continue to incorporate pedestrian-friendly features, and encourage facade renovations within commercial developments in the neighborhood, such as at the intersection of S. 76th Street and W. Beloit Road and W. Oklahoma Avenue and S. 76th Street.
- Consider additional landscaping in the medians of W. Beloit Road and W. Oklahoma Avenue to establish more aesthetically pleasing boulevards along the neighborhood edges.
- Consider the designation of a historic district within the neighborhood for already-identified eligible areas.

### **Concept Areas (See Chapter 9)**

- Concept Area 24 – S. 76th Street and W. Beloit Road is partially located in the neighborhood.

## ***Honey Creek Settlement Neighborhood***

### **Neighborhood Character**

The Honey Creek Settlement neighborhood is bounded by the Union Pacific railroad line to the north, S. 76th Street to the east, W. Grant Street to the south, and W. National Avenue and S. 86th Street to the west. This area represents the original settlement of the City, and a historic walking tour has been created to showcase its history. Streets are arranged in a traditional grid pattern, with sidewalks and some alleys. The neighborhood sits near the center of West Allis and



*History lesson at Honey Creek Park*

includes many civic features in the northwest portion of the neighborhood, including the historical society, Honey Creek Log School House, and the Honey Creek Cemetery. Honey Creek Settlement is mostly single-family and duplex residential on smaller sized lots, with industrial properties bordering the northern edge of the neighborhood adjacent to the railroad. The housing

supply in this neighborhood was mostly developed prior to 1940, much of which occurred prior to the City's founding and is among the oldest in the City. W. Becher Street traverses center of the neighborhood from west to east, and contains some commercial and mixed uses.

### **Recommendations**

- Encourage facade improvements along W. Becher Street.
- Investigate the potential for opening up the buried Honey Creek within the neighborhood.
- Address the S. 84th Street and W. National Avenue intersection.
- Encourage the adaptive reuse of the Douville mansion on S. 84 Street and W. Burnham Street.
- Capitalize on the location of existing civic features by creating and maintaining pedestrian, bicycle, and vehicular connections within the neighborhood.
- Utilize the school grounds as an open space linkage for pedestrians and bicyclists between the Central W. National Avenue Corridor and the W. Becher Street Arterial.
- Ensure that appropriate open space buffers exist between residential properties and the industrial area in the northern portion of the neighborhood.
- Review existing standards for Wisconsin's Safe Routes to School program to ensure that Central, Dottke Alternative School and Franklin Elementary School students have safe access to each site throughout the Honey Creek Settlement neighborhood.



- Consider the adaptive reuse of the former industrial parcel at the northwest corner of S. 76th Street and W. Hicks Street, possibly into a skate park.

### **Concept Areas (See Chapter 9)**

- Concept Area 14 – W. Hicks Street is located mostly within the neighborhood.

## ***Juneau Highlands Neighborhood***

### **Neighborhood Character**

The Juneau Highlands is an historic neighborhood located in the east central part of West Allis. The area is bounded by the Union Pacific railroad line to the northeast, W. Beloit Road to the southeast, and S. 67th Place to the west. The streets are not arranged in a traditional grid pattern, have sidewalks and most have alleys. Single-family residential on smaller to mid-sized lots is located in the southern portion of the neighborhood, with undeveloped lands and industrial properties to the north. There is also some commercial and multi-family housing along W. Beloit Road. The housing within this neighborhood was built in the early 20th century, and much of it is considered historic.



Civic features are located among undeveloped lands, including Fire Station #2, Fire Station Tower, the public works garage, shop, and yard, and the salt dome. One undeveloped parcel along the railroad is City-owned, and is being marketed for light industrial.

### **Recommendations**

- As vacant properties are developed, install buffer features between those properties and the residential areas to the south and west.
- Redevelop City-owned parcel at 1960 S. 67th Pl. into a light industrial use.
- Designate the neighborhood to the State and National Register of Historic Places. Encourage the utilization of tax credits once the neighborhood is listed.

### **Concept Areas (See Chapter 9)**

- Concept Area 18 – 1960 S. 67th Place Industrial Park located in the neighborhood, south of the rail road.

## ***Lincoln Heights Terrace Neighborhood***

### **Neighborhood Character**

Lincoln Heights Terrace is bounded by the Union Pacific railroad line to the north, S. 60th Street to the east, the city limits south of the parcels along W. Arthur Street to the south and W. Beloit Road to the northwest. It is a largely a single-family and two-family residential neighborhood, with homes on smaller sized lots. Streets are arranged in a traditional grid pattern, with sidewalks and alleys. W. Lincoln Avenue traverses the center of the neighborhood from east to west. Homes north of W. Lincoln Avenue were developed prior to 1940, and



the remainder of the neighborhood was developed through the 1940s. Lincoln Heights Terrace includes parkland along the east side of S. 68th Street. Several commercial properties are located along W. Lincoln Avenue and St. Rita's church is located at the corner of S. 60th Street and W. Lincoln Avenue.

### **Recommendations**

- Establish a facade renovation program for the commercial properties located near the intersection of W. Beloit Road and W. Lincoln Avenue.
- Consider roadway and aesthetic improvements to S. 60th Street throughout the neighborhood, including paving, landscaping, and gateway signage.
- Implement Safe Routes to School standards throughout Lincoln Heights Terrace.
- Explore methods to reduce the amount of asphalt surface at Longfellow Elementary School.

## ***McCarty Park Neighborhood***

### **Neighborhood Character**

The McCarty Park neighborhood is named for the large County park located in the south central portion of the area. The neighborhood is bounded by W. Grant Street on the north, S. 76th Street on the east, W. Beloit Road on the south, and S. 84th Street on the west. Streets are arranged in a traditional grid pattern with sidewalks and alleys. The area surrounding the park contains mostly single-family and duplex residential on smaller and mid-sized lots, with some commercial properties along W. Lincoln Avenue. Houses in the neighborhood were built prior to and throughout the 1940s.



### **Recommendations**

- Capitalize on the location of McCarty Park by working with the McCarty Park Watch to market the area as a local attraction and encourage ongoing activities that draw community members to the park on a regular basis.
- Restore the Honey Creek Parkway to its natural state by encouraging the removal of

the concrete basin and replanting around the waterway.

- Utilize landscaping at the intersections of S. 76th Street and S. 84th Street along W. Lincoln Avenue to soften the appearance of the two gas stations that bookend S. 76th Street, the garage on the southeast corner of S. 84th and W. Lincoln, and the ice cream stand at the northwest corner S. 84th and W. Lincoln.

### **Concept Areas (See Chapter 9)**

- Part of Concept Area 24 – S. 76th Street and W. Beloit Road is located in the McCarty Park neighborhood.

## ***McGeoch Meadows Neighborhood***

### **Neighborhood Character**

The McGeoch Meadows neighborhood is generally bounded by W. Burnham Street to the north, the city limits to the east, W. Lincoln Avenue to the south, and S. 62nd Street and S. 60th Street to the west. Streets are arranged in a traditional grid pattern with sidewalks and alleys. The eastern area of this neighborhood is comprised of larger block sizes to accommodate the existence of large industrial sites. The area is home to a diverse mix of uses from industrial properties along the entire eastern edge to single-family residences on smaller sized lots. The majority of the housing in this neighborhood was developed prior to 1940. There is a commercial corridor along W. Lincoln Avenue, and a local commercial node at S. 60th Street and W. Burnham Street. An additional industrial area is bounded by S. 60th Street, S. 62nd Street, W. Beloit Road, and W. Burnham Street. In the center of the neighborhood is the Union Pacific railroad line, which



runs northwest-southeast through the area. McGeoch Meadows has seen recent private-sector redevelopment of industrial properties, and additional opportunities for redevelopment exist, such as the Milwaukee Plating Engineering property and the Unit Drop Forge parking lot.

### **Recommendations**

- Utilize the redevelopment plans established for the concept areas and arterials located within McGeoch Meadows.
- Encourage facade improvements along W. Lincoln Avenue, W. Burnham Street, and S. 60th Street.
- Encourage redevelopment at S. 60th Street and W. Burnham Street.
- Redevelop the Milwaukee Plating Engineering property.
- Work with Unit Drop Forge on measures to dampen vibrations in the neighborhood.
- Implement streetscaping improvements on W. Burnham Street and S. 60th Street.



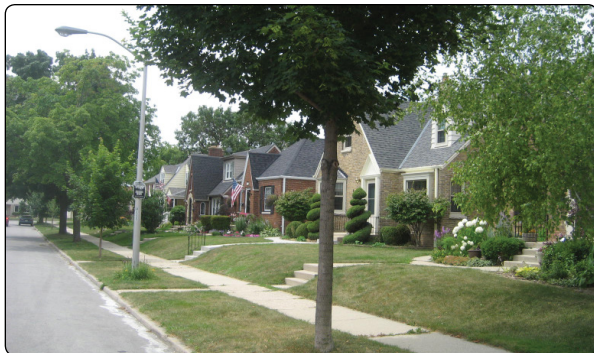
### **Concept Areas (See Chapter 9)**

- Most of Concept Area 19 – S. 60th Street and W. Beloit Road is located in McGeoch Meadows.

## ***Meadowmere Neighborhood***

### **Neighborhood Character**

Meadowmere is located in the southeast corner of West Allis. The neighborhood is bounded by W. Lincoln Avenue to the north, the city limits to the east and south, and S. 60th Street to the west. The Kinnickinnic River Parkway runs along the southern edge of the neighborhood and is a popular corridor for recreational activities, including walking, running, and bicycling. Streets in the northern portion of the neighborhood are comprised of a traditional grid while the streets in the southern portion are laid out in a curvilinear pattern, mimicking the parkway. The majority of the neighborhood contains sidewalks and alleys. The neighborhood consists mostly of single-family residential on mid to larger sized lots, with multi-family developments located in the northeastern portion of the neighborhood. Houses in the northern portion of the neighborhood were developed prior to 1950, while homes along the parkway were developed in the 1950s. This neighborhood contains the highest concentration



of historically eligible homes in the city. W. Rita Drive in this neighborhood was recognized as one of the metro area “sweet spots” by Milwaukee Magazine.

### **Recommendations**

- See the general neighborhood recommendations table at the end of this section.

## ***Wood Dale Neighborhood***

### **Neighborhood Character**

The Wood Dale neighborhood is located just south of the City Center and the Six Points neighborhoods of West Allis. The area is bounded by the Union Pacific railroad line to the north, S. 67th Place to the east, W. Beloit Road to the south, and S. 76th Street to the west. Streets are arranged in a traditional grid pattern served by sidewalks and alleys. Land uses are predominantly single-family and two-family residential on smaller sized lots, with scattered commercial and multi-family properties. Houses were typically built prior to 1940, with some development in the southern section taking place in the 1940s. Rogers Park is located along W. Rogers Street near S. 75th Street. W. Lincoln Avenue traverses the southern area of Wood Dale from west to east.

### **Recommendations**

- Encourage facade improvements/grants along W. Becher Street and W. Lincoln Avenue.
- Redevelop or find new use for underutilized private school buildings and properties within the neighborhood.



- Focus on “greening” the asphalt play area located on the Jefferson Elementary School grounds.
- Design stronger bicycle and pedestrian connections between Wood Dale and the City Center and Six Points neighborhoods. The Union Pacific railroad line serves as a barrier to the services offered in the other neighborhoods.
- Create a more unified W. Becher Street shopping district through the use of neighborhood signage.

### **Concept Areas (See Chapter 9)**

- Part of Concept Area 14 – W. Hicks Street and 24 – S. 76th Street and W. Beloit Road are in the neighborhood.



## NEIGHBORHOODS, DISTRICTS, AND CORRIDORS

The following charts are descriptions and recommendations for the City's neighborhoods, business districts, commercial corridors, and neighborhood corridors. The descriptions are divided in the following categories:

**Character:** The character row describes the quality of the neighborhood, district, or corridor including a discussion of land use, building style, activities, and safety aspects. Each of these elements are important, as they contribute to the overall image and character of the area.

**Use Policies:** Use policies address the land uses, diversity, and types of activities encouraged for the neighborhood, district, or corridor. This section also includes programs or strategies that can be applied to land use.

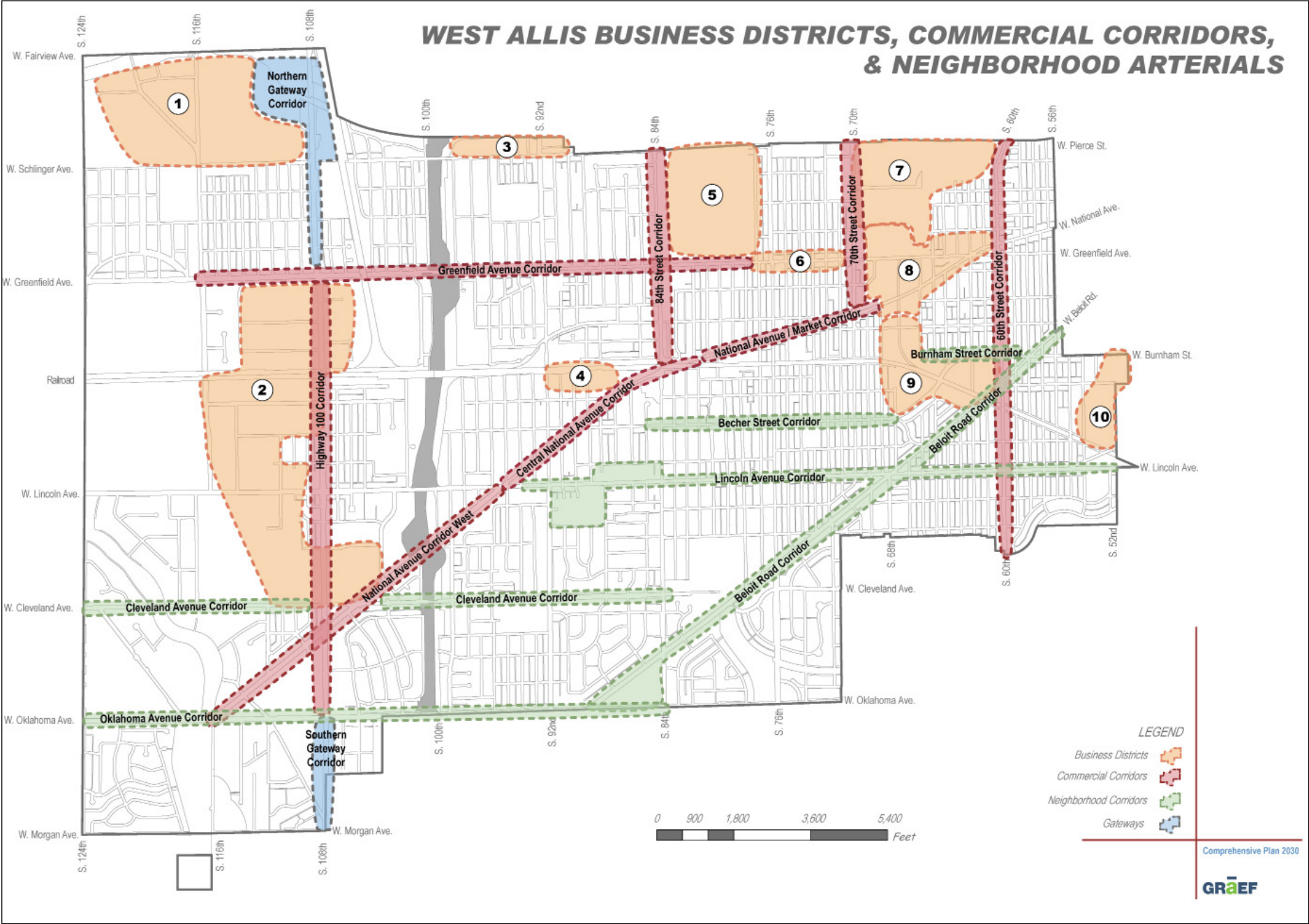
**Redevelopment Strategies:** Redevelopment strategies are recommendations intended to direct future development decisions, identify critical areas, and help property owners and staff determine redevelopment impacts. Strategies are applied both to the physical form and design, as well as establishing an identity for the community.

### Neighborhoods

The chart identifies goals and strategies for all neighborhoods in the City to maintain and enhance the quality neighborhoods throughout West Allis.

West Allis Neighborhoods	
Existing Character	<ul style="list-style-type: none"> <li>Healthy neighborhoods with a diverse mix of uses.</li> <li>Diversity of building types and styles with some areas having a historical emphasis.</li> <li>Parks and schools integrated throughout the City contribute to the individual neighborhood identities.</li> <li>Clean, safe and accessible streets and rights-of-way that offer mobility options for all demographic categories.</li> </ul>
Use Policies	<ul style="list-style-type: none"> <li>Maintain a diversity of housing types and housing styles.</li> <li>Encourage the integration of high quality open spaces in new and redeveloped projects.</li> <li>Maintain a mix of uses to provide neighborhood services for area residents.</li> <li>Encourage neighborhood-school partnering programs.</li> <li>Build upon existing neighborhood block watch groups and continue neighborhood partnering meetings.</li> <li>Encourage the formation of neighborhood or park associations.</li> </ul>
Redevelopment Strategies	<ul style="list-style-type: none"> <li>Encourage contextual design of new and redeveloped buildings including: building styles, building materials, and building scale.</li> <li>Establish gateway signage for each neighborhood at major intersections with neighborhood boundaries.</li> <li>Install median landscaping, where medians currently exist, on major arterial and corridor roadways.</li> <li>Designate on-road bicycle lanes, where lane width can accommodate, along corridors and arterials.</li> </ul>

Figure 3-8. West Allis Districts and Corridors



## Business Districts

The Neighborhoods, Districts and Corridors tables, provided in this chapter, illustrate the ten business districts and offer a summary of character descriptions, use policies, and redevelopment strategies for all business districts in West Allis. Uses are identified within the neighborhood, district, or corridor and can be applied to existing and future uses that are appropriate for that area.

Ten business districts (Figure 3-8) have been identified within West Allis:

1. S. 116th Street Business District
2. Hwy 100 Business District
3. W. Schlenger Avenue Business District
4. Union Pacific / Woodlawn Manor Business District
5. State Fair Park Business District
6. Downtown West Allis
7. S. 70th Street Business District
8. Six Points
9. Union Pacific / W. Becher Pl. Business District
10. W. Rogers Street Business District

These mostly single-use districts share similar physical characteristics, comprise a significant percentage of the land area in West Allis, and contribute significantly to the local tax base.

West Allis Business Districts	
<b>Existing Character</b>	<ul style="list-style-type: none"> <li>Located along major transportation arterials, including but not limited to: S. 108th Street (Highway 100), the Union Pacific railroad line, and S. 70th Street.</li> <li>Include office, industrial, and commercial structures generally between one and four stories with flat roofs and some fenestration.</li> <li>Supplementary site characteristics include asphalt parking lots and minimal landscaping.</li> <li>Roadways in and around each district consist mostly of curb and gutter; some have sidewalks on both sides of the street.</li> </ul>
<b>Use Policies</b>	<ul style="list-style-type: none"> <li>Encourage high-quality industrial and office uses that provide jobs for the local populace.</li> <li>Reconfigure land uses along the east side of S. 84th Street in the State Fair Park Business District to support and reinforce commercial enterprise.</li> <li>Consider parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees.</li> <li>Improve the public rights-of-way in all districts to include space for pedestrians, bicycles, automobiles, and mass transit.</li> <li>Encourage a higher-density industrial community in the Rogers Street Business District and the Union Pacific / Becher Place Business District.</li> <li>Encourage commercial uses along major corridors within and nearby the business districts. Specifically include sit-down restaurants that serve area residents and employees.</li> <li>Market and strengthen business districts by encouraging employer assisted housing, accessible health care, job training, recreational spaces, and enhanced public transit.</li> </ul>
<b>Redevelopment Strategies</b>	<ul style="list-style-type: none"> <li>Encourage the reuse of vacant industrial buildings with new businesses that are appropriate for the neighborhood. Adaptive reuse is preferred over new construction.</li> <li>Provide appropriate funding for the maintenance of public spaces, boulevards, and streetscapes.</li> <li>Capitalize on the urban character of all business districts by enhancing their appearance as high-quality industrial and office structures within a boulevard context. Encourage facade renovations, reduce the size of asphalt areas wherever feasible, incorporate unique district signage and streetscape elements, and install pedestrian-scaled lighting.</li> <li>Create safe access points to all trails and pathways, and encourage the incorporation of open space features in new development and redevelopment projects.</li> <li>Encourage signage and way-finding elements that identify public access to businesses, parks, and trails from surrounding neighborhoods.</li> <li>Encourage new taxable over new non-taxable uses, unless a strong case can be made that the non-taxable use supports the surrounding tax base or spurs economic development in the neighborhood.</li> <li>Encourage all proposed development projects near an existing or planned transit corridor to incorporate site design measures that enhance access to the transit system.</li> </ul>



## Commercial Corridors

Commercial corridors (Figure 3-8) in West Allis are characterized by concentrations of retail and office uses, and include a range of development types and scales. Primary commercial corridors located in the city include:

- S. 60th Street Corridor
- S. 70th Street Corridor
- S. 84th Street Corridor
- Central W. National Avenue Corridor
- W. Greenfield Avenue Corridor
- Hwy 100 Corridor
- Main Street Corridor
- W. National Avenue Corridor West
- W. National Avenue / Market Corridor
- Northern Gateway Corridor
- Southern Gateway Corridor

These transportation routes support a variety of auto, bus, and pedestrian-oriented businesses including small shops in a main street style setting, shops in strip centers, big box retail, and smaller retail sales facilities. Commercial uses are not restricted simply to nodes located at roadway intersections; rather, they are distributed in a linear pattern throughout the corridors.

While commercial land uses represent an important component of these corridors, other land uses that lie alongside these roadways comprise a significant percentage of the total land use. Other uses include residential (primarily renter- and owner-occupied multi-family), light industrial, and institutional lands.

The table below illustrates the eleven commercial corridors and provides a summary of character descriptions, use policies and redevelopment strategies for the commercial corridors in West Allis. Uses identified can be applied to existing and future uses that are appropriate for that area.

Commercial Corridors	
<b>Existing Character</b>	<ul style="list-style-type: none"> <li>▪ Commercial corridors traverse the city from both east to west and north to south. Corridor roadway widths range from two-lane with parallel parking to four-lane highways with no parking permitted in the right-of-way. The vast majority of the customer base within all corridors arrives by automobile, although many of the corridors have transit stops for the Milwaukee County Transit System.</li> <li>▪ Land use patterns include a concentration of commercial and industrial uses. Commercial development is often characterized by community-scale retail and small neighborhood-oriented commercial enterprise. Industrial development is characterized by two to four story structures on large tracts of land.</li> <li>▪ Few commercial developments are configured in a linear arrangement in strip centers to maximize street frontage. Expansive parking lots are located to the front of buildings, and therefore necessitate substantial building setbacks from the street. A few outlots located near the street edge support stand-alone businesses, such as fast-food restaurants and automotive centers.</li> </ul>
<b>Use Policies</b>	<ul style="list-style-type: none"> <li>▪ Study the potential impacts on the land use from the proposed Texas U-Turn on the 84th Street Corridor.</li> <li>▪ Study the impacts of the Zoo interchange reconstruction on the Northern Gateway Corridor from the ramps through W. Greenfield Avenue.</li> <li>▪ Study the impacts of the Zoo interchange reconstruction on the Greenfield Avenue Corridor, particularly from S. 92nd Street through S. 108th Street (STH 100).</li> <li>▪ Encourage high-quality retail and service-oriented commercial uses that draw customers from the employment base of the neighborhood.</li> <li>▪ As redevelopment occurs on commercial properties, encourage the inclusion of a residential component to support retail and office uses where appropriate.</li> </ul>
<b>Redevelopment Strategies</b>	<ul style="list-style-type: none"> <li>▪ Encourage more comprehensive redevelopment of commercial properties, and encourage a diverse business mix that includes sit-down restaurants and family entertainment.</li> <li>▪ As properties redevelop, encourage the placement of parking areas to be at the side and rear of primary buildings</li> <li>▪ Ensure that each segment of all commercial corridors can safely accommodate vehicular traffic, bicyclists, and pedestrians.</li> <li>▪ Focus redevelopment on vacant and under-utilized properties throughout the City.</li> <li>▪ As properties evolve through private reinvestment, require high-quality architectural and landscaping standards as part of the revitalization.</li> </ul>

## Neighborhood Corridors

The neighborhood corridors (Figure 3-8) identified in West Allis cross through the southeastern portion of the city, and include the following:

- W. Becher Street Arterial
- W. Beloit Road Arterial
- W. Lincoln Avenue Arterial
- W. Mitchell Street Arterial
- W. Cleveland Avenue
- W. Oklahoma Avenue

Neighborhood corridors maintain a residential character, and often carry less traffic than a commercial corridor. These corridors transfer drivers, bicyclists, and pedestrians from local roads and subdivisions to heavier commercial corridors.

The following table provides a summary of character descriptions, use policies, and redevelopment strategies for neighborhood corridors in West Allis. Uses identified can be applied to existing and future uses that are appropriate for that area.

Neighborhood Corridors	
<b>Existing Character</b>	<ul style="list-style-type: none"> <li>▪ Neighborhood corridors generally traverse the city from east to west. Corridors range from two-lane roadways with no median and no parking lane (Becher Street Arterial), to four-lane roadways with a median (Beloit Road Corridor).</li> <li>▪ Land use patterns are varied, and the physical character can differ significantly along each length of roadway. Although the neighborhood corridors are predominantly residential, it is typical to observe different land uses on opposite sides of the corridor.</li> <li>▪ Other land uses that line the corridor include limited quantities of commercial, multi-family housing, institutional, industrial and utilities.</li> </ul>
<b>Use Policies</b>	<ul style="list-style-type: none"> <li>▪ Continue to permit commercial uses in nodes at more prominent intersections within the neighborhood corridors. Ensure that these uses promote a locally-competitive market.</li> <li>▪ Allow residential development between major node developments of commercial uses, and where uses transition from residential to commercial, encourage mixed-use options that include a residential component, thereby providing a neighboring customer base that helps to support retail enterprise.</li> <li>▪ Minimize the impact of the I-94 interchange on S. 76th Street and the surrounding neighborhood.</li> </ul>
<b>Redevelopment Strategies</b>	<ul style="list-style-type: none"> <li>▪ Establish design guidelines for the neighborhood corridors that improve safety and the perception of safety.</li> <li>▪ Focus commercial and mixed use redevelopment efforts on the intersection of W. Lincoln Avenue and W. Beloit Road, and S. 92nd Street and W. Lincoln Avenue. These intersections should accommodate commercial uses while complementing the residential character in other portions of the Beloit Road and Lincoln Avenue corridors.</li> <li>▪ Require landscaping, including street trees, that contribute to the boulevard-style of each neighborhood corridor.</li> <li>▪ Consider residential facade renovation programs to showcase properties to represent the neighborhoods located adjacent to each corridor.</li> </ul>